



Building Healthier Communities for All *The Journey to Equity*

The 10th Annual **Ounce of Prevention** Conference

Wednesday, April 30, 2003
Holiday Inn Boxborough Woods
Boxborough, MA

Sponsored by:





**The Massachusetts Medical Society
and Alliance
Charitable Foundation**

is pleased to join

*BlueCross BlueShield of Massachusetts,
Harvard Pilgrim HealthCare Foundation,
Massachusetts Department of Public Health,
MassCALL and the Office of Healthy Communities, and the
Massachusetts Partnership for Healthy Communities of
The Medical Foundation*

in sponsoring the

**10th Annual Ounce of Prevention Conference
Building Healthier Communities for All
*The Journey to Equity***

*A 501(c)3 organization supporting the charitable and educational
activities of the Massachusetts Medical Society and Massachusetts
Medical Society Alliance*

www.mmsfoundation.org

Conference at a Glance

AGENDA – April 30, 2003

8:00 – 9:15	Registration
9:15 – 10:30	Opening Plenary and Keynote Speaker: Deborah Prothrow-Stith
10:30 – 10:45	Break
10:45 – 12:30	Workshops/Intensives
12:30 – 2:15	Lunch and Community Leadership Awards
2:30 – 4:30	Workshops/Intensives continued
4:30	Adjourn/CEUs

Two options:

You can attend two different workshops, one in the morning and a different one in the afternoon **OR** you can choose one intensive which will be an all-day session.

Please enroll in one intensive OR two workshops.

Continental breakfast and lunch will be provided.

Accommodations for People with Disabilities

Please return the registration form with accommodations section completed by April 16th or call Tracey King, AdCare Educational Institute at (508) 752-7313, TTY (508) 754-0039

Directions

Holiday Inn Boxborough Woods
242 Adams Place, Boxborough, MA
(978) 263-8701

From the West (Worcester, Fitchburg and Connecticut): Route 290 East to Route 495 North. Exit 28 to Route 111 (Boxborough/Harvard). Turn left off of the ramp and take the first road on the right (Adams Place).

From the East (Boston, North Shore, Waltham, Norwood): Route 128 South to Route 2 West OR Route 128 North to Route 2 West to Route 111 West. Follow Route 111 approximately 8 miles. Adams Place will be on the left before crossing Route 495.

From the South (Cape Cod, South Shore, Rhode Island): Route 3 North to Route 95 South to Route 495 North OR Route 295 North to Route 495 North. Exit 28 to Route 111 (Boxborough/Harvard). Turn left off of the ramp and take the first road on the right (Adams Place).

From the North (New Hampshire, Maine, Northern MA): Route 3 South to Route 495 South OR Route 93 South to Route 495 South OR Route 95 South to Route 495 South. Exit 28 to Route 111 (Boxborough/Harvard). Turn right off of the ramp, travel over the overpass, and take the first road on the right (Adams Place).

For overnight accommodations, contact the hotel directly at (978) 263-8701.

Why Attend?

- Meet new people and connect with colleagues in prevention from across the state;
- Learn new skills and acquire new tools;
- Learn about new programs and initiatives;
- Share and exchange information;
- Get updated on prevention programs;
- Create new opportunities to collaborate;
- Promote the power of prevention; and
- Celebrate achievements.

Who Should Attend?

Anyone involved or interested in improving the health and quality of life of people and communities in Massachusetts should attend.

Who is Putting on the Show?

The Massachusetts Department of Public Health: MassCALL and the Office of Healthy Communities; The MA Partnership for Healthy Communities of the Medical Foundation. Presenting Sponsors are Harvard Pilgrim HealthCare Foundation and the Massachusetts Medical Society & Alliance Charitable Foundation. Gold Sponsor is BlueCross BlueShield of Massachusetts.



Fees & Deadlines

\$40.00. The fee includes continental breakfast, lunch, CEUs and materials. Deadline for registration and payment is April 16, 2003.

Scholarships

Limited full and partial scholarships are available. For more information contact Gail Hicks at (508) 752-752-7313, TTY (508) 754-0039.

Exhibitor & Poster Session Information

Non-profit organizations interested in exhibit space or space for a poster session on work related to the conference theme should contact Tracey King at AdCare Educational Institute (508) 752-7313, TTY (508) 754-0039 or e-mail at tracey@adcare-educational.org.

CEUs

Continuing Education Units will be offered for Nurses (RN/LPN), Certified Addiction Specialists (CAS), Certified Alcohol and Drug Abuse Counselors (CAC/CADAC) and Licensed Mental Health Counselors (LMHC).

If you are interested in Social Work (SW) credits, please contact AdCare Educational Institute to ensure an authorization number has been secured.

AdCare Educational Institute, Inc. is approved by the American Psychologist Association to offer continuing education for Psychologists. AdCare Educational Institute, Inc. maintains responsibility for the program.

Registration & Further Information

Registrations are done by **MAIL only**. If you have specific questions, please call:

AdCare Educational Institute, Inc. at (508) 752-7313; TTY: (508) 754-0039 or e-mail Tracey King at tracey@adcare-educational.org.

Emergency Cancellations

If a conference is cancelled due to inclement weather, a cancellation message will be recorded on AdCare Educational Institute's voicemail at (508) 752-7313, before 6:30 a.m. the morning of the conference.

Conference Faculty

Keynote Address

DEBORAH PROTHROW-STITH, MD

Professor of Public Health Practice & Associate Dean for Faculty Development, Department of Health Policy and Management, Harvard School of Public Health

Deborah B. Prothrow-Stith, MD, is a nationally recognized public health leader with applied and academic experience ranging from neighborhood clinics and inner city hospitals, to serving as state commissioner of health, to being a dean and professor at the Harvard School of Public Health.

NIURKA AYBAR, Prevention Specialist, NE Center for Healthy Communities

GAIL BALLESTER, MEd, Project Director, Massachusetts Community Health Worker Project

MOACIR BARBOSA, Project Coordinator, Boston BEST Initiative, Program of the Medical Foundation

CAROL W. BLAIR, MPA, MSc, President, Mass Bike

ANTONIA M. BLINN, CHES, Director of Program Services and Director of Public Affairs, March of Dimes Birth Defects Foundation-Massachusetts Chapter

KIMBERLY M. BOYD, Program Director, Inn Transition

NANCY P. CROWDER, RN, Executive Director, Citizen for Adequate Housing Inc.

PETER B. CRUMB, MEd, CAC, Substance Abuse Response Coordinator, Longmeadow Public Schools

TRACY DESOVICH, MPH, Director, Southeast Center for Healthy Communities

ELIZABETH DiCARLO, BSN, MPH, Project Director, Lighthouse Health Access Project

ANN DOYLE, MEd, Bridgewater State University

MARYJANE FITZSIMONS, MEd, University of Massachusetts, Dartmouth

DURRELL J. FOX, BS, Project Director, New England HIV Education Consortium

MARYANNE FRANGULES, LMHC, MAC, CCS, CADAC II, Massachusetts Organization for Addiction Recovery Project Coordinator

ALLEN GASKELL, MS, Salem State University

MILAGRO GRULLON, Special Project Unit, Northeast Center for Healthy Communities

RUTH JACOBSON-HARDY, MA, Western Regional Manager, Department of Public Health, Bureau of Substance Abuse Services

WENDY JILL KROM, MS, Community Consulting Services

DIANE A. KURTZ, Resident of Ludlow, Staff Assistant-Dow Jones & Co., Inc., Chicopee

MAUREEN LUND, MS, Southeast Center for Healthy Communities

PAMELA MCBURNIE, RN, Nurse Outreach Educator/Adolescent Nurse Coordinator, South Boston Health Center

JEAN NOGUEIRA, Community Health Outreach Educator, Lighthouse Health Access Project

ROBERT J. PISANI, MHSA, Director Adolescent Services, Phoenix House of New England

LISA RENEE SICILIANO, LSWA, Consultant to Massachusetts Department of Public Health, Community Health Workers Project

XANTHI M. SCRIMGEOUR, MA, Health Education Coordinator, MA Department of Public Health, Childhood Lead Poisoning Prevention Program

GREG SNODDY, EDD, Worcester Polytechnic Institute

SHARI LOUISE SPRONG, The Medical Foundation, Greater Boston Center for Healthy Communities

LEN STEWART, Director, Barnstable County Department of Human Services

DANNY TRUJILLO, PHD, Massachusetts Institute of Technology

LAURIE JO WALLACE, MA, Director, Boston BEST Initiative, Program of the Medical Foundation

IAN L. WONG, MSPH, Massachusetts Department of Public Health

JAMES F. WUELFING, BA, President and Senior Consultant, The New England Center

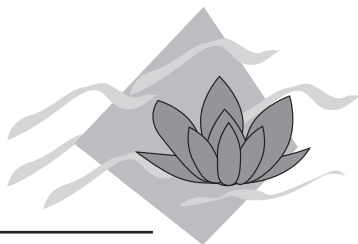


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Descriptions of Workshops and Intensives

WORKSHOPS: MORNING SESSION (2 HOURS)

10:30 am – 12:30 pm

1. Group Facilitation Skills for Prevention Practitioners

Trainer: *Jim Wuelfing*

Many times as prevention practitioners, we are called upon to facilitate groups. We might be facilitating an educational experience, a community development group, strategic or community planning or simply running a meeting. This workshop, designed for people at the intermediate level, will re-examine the dynamics of group process, stages of group development, collaboration, and further hone facilitation skills.

2. Popular Education

Trainers: *Pam McBurnie, Antonia Blinn, and Gail Ballester*

Popular Education is a highly effective strategy for sharing information, building skills, and developing leadership. In this interactive workshop, participants will become familiar with the underlying philosophy Popular Education methods adapted from Paulo Freire for use in health promotion and many other fields.

3. Building Healthy Classroom Communities

Trainer: *Wendy Jill Krom*

This workshop is intended for people who work with and care for youth. It will apply community organizing tools to the classroom and school, helping to create a healthy environment that fosters cooperative learning by building collaborative relationships with businesses and other community partners. These relationships benefit classroom learning and promote student success.

4. Environmental Strategies: Extending the Reach of Substance Abuse Prevention

Trainer: *Shari Sprong*

This workshop is designed for prevention practitioners and community members who do not have experience with environmental strategies for substance abuse prevention. Environmental strategies aim to create an overall environment in which substance abuse is discouraged.

5. Working with Local Government to Create Healthy Communities

Trainers: *Milagro Grullon and Niurka Aybar*

This workshop is designed for health and community service agency members, CHNA members, and community organization agents. The workshop will demonstrate how your local government can be an integral partner in creating healthier communities. Participants will learn about a collaborative model based on the successful partnerships with the City of Lawrence government.

6. Moving Forward Through Collaboration: The Cape and Islands Story

Trainers: *Liz DiCarlo, Jean Nogueira and Len Stewart*

Residents of Cape Cod and the Islands have some of the highest uninsured rates of any area in MA. The Lighthouse Health Access Alliance was formed address this problem. This workshop will examine the process of creating a region-wide, community-based coalition, examine examples of how access was increased, explore factors necessary to address the complex issues of disparity in access, and compare factors that facilitated collaboration.

**7. Building Healthy Communities in Southeastern Massachusetts:
A Sustainable Community and Youth Development Plan**

Trainers: *Tracy Desovich and Maureen Lund*

This workshop focuses on improving the quality of life for youth by reducing risk-taking behaviors and increasing assets and resiliency through the creation of a “safety net” of services and resources and through the use of environmental strategies. Participants will learn how to improve the quality of life for youth through a collaborative healthy communities approach and will be able to define and use frameworks for community and youth development, such as the Developmental Assets and the America’s Promises.

WORKSHOPS: AFTERNOON SESSION (2 HOURS)

2:30 pm – 4:30 pm

8. Health and Wellness Promotion for Prevention Professionals

Trainer: *Jim Wuelfing*

This experiential session focuses on the ways the professionals can maximize their mental, emotional, physical and spiritual health to better serve their clients as role models and providers. The session consists of a blend of conventional and unconventional approaches to wellness and stress management and will ask you to make an honest commitment to improve your health and well being.

9. Health Literacy: Tips for Creating Easy to Read Materials

Trainer: *Xanthi M. Scrimmgeour*

This workshop is developed to increase awareness of health literacy among health educators and public health professionals. We will examine why taking health literacy into consideration when creating written materials is essential in improving health equity and provide examples of literacy’s impact on health and healthful action. All participants will have the opportunity to learn and practice the Fry method — a fairly simple and accurate way to determine what grade level a document is written. Participants are encouraged to bring brochures or written materials from their agencies for input and review, as discussion will focus on strategies for creating easy-to-read materials.

10. Beyond Attendance: Integrating Youth Participation and Involvement into Your Public Health Strategy

Trainers: *Laurie Jo Wallace and Mo Barbosa*

This workshop is designed for all public health professionals and other conference attendees (including CHNAs, schools, governments, business and faith communities) who work with youth directly or indirectly and would like to integrate real youth participation into their programs or activities. Youth comprise a large part of the population. As the Healthy Community movement grows, participants and proponents need to learn information and strategies to support the integration of young people in a meaningful way. This workshop will provide ideas and strategies to do so.

11. An Effective Urban-based Community Health Network Model

Trainers: *Margie Henderson and Linda Shepherd*

This workshop is designed for anyone interested in learning about Boston’s Community Health Network (CHNA) model based on a neighborhood design with extensive community partnerships. The Boston CHNA is comprised of 11 community coalitions that address health issues right where disparities originate — at the neighborhood level. Precisely because these coalitions are created and managed close to where disparities exist, close to where people live and work, they provide a successful model for addressing health disparities at a very local level.

12. Faith-Based Community and You!

Trainers: *Milagro Grullon and Niurka Aybar*

It is difficult for every agency to address all the needs of its community at once. While many try, it is extremely difficult to do. Bringing together community stakeholders will facilitate the process more effectively. The faith community is a sleeping giant often untapped by social service agencies. There is a growing interest of public service via faith-based organizations stemming from several factors. This workshop will examine strategies to engage with the faith communities.

13. A Tool to Increase Physical Activity in Trip-Making, to Provide Mobility for Those Who Do Not Drive, and to Ease Access to Congested Locations

Trainer: *Carol Blair*

Many people wish that getting where they need to go each day could be easier, or more healthful, or more affordable, and often feel helpless in making any significant change for themselves or their clients/constituency. This workshop will examine the Onward Via strategy, which offers an effective role for the participant (in an individual or institutional capacity) to effect change that results in a healthier community for all — less marginalization of those who do not drive, moderate exercise for those who can walk or bicycle or use transit, and cleaner air for everyone.

14. Solving the Advocacy Mystery

Trainers: *Lisa Renee Siciliano and Durrell J. Fox*

Advocacy skills are used on a daily basis by the community health workforce to ensure that the populations they serve receive appropriate services to meet their needs. Those advocacy skills must be adapted and utilized to affect and develop sound health policy and legislation that support the development and maintenance of an effective public health workforce and infrastructure. One effective tactic that the lobbyist discovered many years ago is to develop and maintain ongoing relationships with legislators and policy makers. This relationship building is a way for those of us in the public health workforce and the policy makers to educate each other and develop a greater understanding of each other's roles in public health.

Invest in prevention. Keep the future healthy.

We are proud to support the Tenth Annual Ounce of Prevention Conference,
and continue to work toward a healthy Commonwealth.



An Independent Licensee of the Blue Cross and Blue Shield Association

INTENSIVES (4 HOURS)

10:30 am – 12:30 pm & 2:30 pm – 4:30 pm

A. Tolerance: The Broccoli of Healthy Communities

Trainers: *Nancy Crowder and Kimberly Boyd*

This 4-hour workshop explores the many facets of intolerance, racism and hate issues by employing a varied mix of video, writing projects and discussion formats. The ultimate goal of this presentation is to plan the next steps to fight “fight hate and promote tolerance”. This workshop is based on the principles of the Teaching Tolerance Project of the Southern Poverty Law Center. The ideas, materials and resources are reproduced from their Web site. Also utilized is the “Ending Racism: Working for a Racism Free 21st Century” workshop from the Crossroads Ministry of Chicago, IL.

B. Partnering for Addiction Recovery: Pathways for Addiction Prevention

Trainers: *Diane Kurtz, Robert Pisani, Peter Crumb, Ruth Jacobson-Hardy, and Maryann Frangules*

Using the experience of one family and one community as a case study, this intensive workshop will demonstrate how people can partner together not only to foster their recovery, but also to promote region-wide systems change in treatment and prevention services. First, participants will hear from one mother and a clinician what parents go through, what helps, and how to start a peer parent support group. Participants will also gain knowledge of the different recovery needs of adolescents and their families. A school substance abuse counselor will engage participants in replicating how parents in one community brought about responsible alcohol use in the homes in one community. Then, an advocate will demonstrate the power of the collective voice of families and community members. Participants will learn how to strategize community action around a cause. Finally, a Bureau of Substance Abuse Services Regional Director will demonstrate how to facilitate an interagency youth services task force, including facilitation skills, lessons learned, and how to engage different sectors of the community. Participants will discover how the resulting effective communication can improve the gap between prevention and treatment.

C. College Health

Trainers: *Danny Trujillo, Greg Snoddy, Ann Doyle, MaryJane Fitzsimons, Allen Gaskell, and Ian L. Wong*

Historically, individuals living in Massachusetts have reported levels of alcohol and drug use higher than national norms. With this in mind, young adults are exposed and susceptible to many risk factors (transitions, high availability of substances, peer acceptance of high substance use) with diminished protective factors (non-use peers). Colleges and universities provide the highest concentrations of young adults. In the last decade, alcohol-related incidents on college campuses around the country have raised public awareness of the drinking habits of college students. Every time students' use of alcohol violates laws or campus policy, compromises community standards, or causes harm, school administrators, public officials, and concerned citizens are forced again to look critically at student drinking.

This intensive will address assessing colleges students' alcohol use through Brief Alcohol Screening and Intervention for College Students (BASICS) and other brief screening instruments; provide current use data in Massachusetts and provide models for creating prevention programs for college students. The program will employ Center for Substance Abuse Prevention models along with programs currently being used at Massachusetts's colleges.

Prevention works!

**A proud sponsor of the
10th Annual
Ounce of Prevention Conference,
Building Healthier Communities for All**



**Harvard Pilgrim
Health Care Foundation**

**Improving health through medical education,
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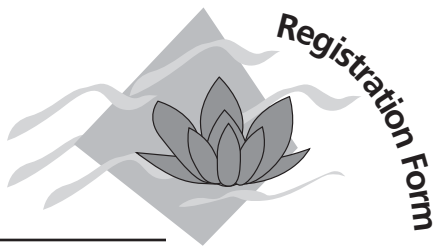
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To Register, please **mail** a complete registration form (or a photocopy) for each person attending, with a non-refundable \$40 check, made payable to:

AdCare Educational Institute, Inc., 5 Northampton Street. Worcester, MA 01605

Registration Deadline is April 16, 2003

(PLEASE WRITE LEGIBLY)

NAME _____

TITLE _____

ORGANIZATION _____

STREET ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____

CHINA# _____ EMAIL _____

WORKSHOPS (choose one in the AM and one in the PM if you are not attending an intensive)

Morning Sessions 1-9 1st Choice _____ 2nd Choice _____

Afternoon Sessions 10-17 1st Choice _____ 2nd Choice _____

INTENSIVES (Check Only One if you are not attending the workshops)

- ☐ A. Tolerance: The Broccoli of Healthy Communities
- ☐ B. Partnering for Addiction Recovery: Pathways for Addiction Prevention
- ☐ C. College Health

Please indicate below if you will need Psychologist CE's

☐ Yes, I will need Psychologist CE's

If you are deaf or hard of hearing, or are a person with a disability who requires accommodations, please contact Tracey King at AdCare Educational Institute at (508) 752-7313, Fax: (508) 752-8111, TTY: (508) 754-0039 or E-mail: tracey@adcare-educational.org by **April 16, 2003**.





**AdCare Educational
Institute, Inc.**
5 Northampton Street
Worcester, MA 01605

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